

THE ASPIRA ASSOCIATION, INC.  
National Board of Directors  
Executive Committee Meeting  
Washington Plaza Hotel  
Washington, D.C.  
October 19, 1990

MINUTES

Attendance

Luis Martínez-Pérez  
José Matos-Real  
Myrna Rivera  
Luz Pinedo  
Helia Alfaro  
Isa Vélez  
Roberto Rodríguez

Excused

Elsa Nuñez-Wormack

National Staff

Janice Petrovich  
Amanda Fernández  
Candy Vidal

Chairperson Luis Martínez-Pérez called the meeting to order at 9:40 a.m.

**1.0 Approval of the Agenda**

Mr. Matos moved to approve the agenda. The motion was seconded by Myrna Rivera and the agenda was approved unanimously.

**2.0 Approval of the Minutes**

After reviewing the minutes of the June 30, 1990 meeting, Mr. Matos moved to approve the minutes, Ms. Pinedo seconded and the minutes were approved.

**3.0 National Executive Director's Report**

**3.1 Status of Fund-Raising**

Dr. Petrovich reminded the committee that funding has been secured to examine the National Office's development efforts.

ASPIRA Association, Inc.

National Board of Directors

Board Agenda Item Summary

Agenda No.: 3.1 Reference No.: \_\_\_\_\_

Subject: Development Update \_\_\_\_\_

Type: Action: \_\_\_\_\_ Information: X \_\_\_\_\_

Meeting Date: 04/30/91 Full Board: \_\_\_\_\_ Executive Committee: X \_\_\_\_\_

Background:

As part of a capacity development initiative sponsored by Hitachi Foundation, a Leadership Retreat for the National Board of Directors of the ASPIRA Association was convened to discuss and present future issues relating to ASPIRA's financial strength. The retreat was held at the Educational Testing Service in Princeton, New Jersey from January 31 to February 3, 1991.

Jane Couch, a consultant, was commissioned to do an internal development audit of the ASPIRA Association. Her report provided the framework of the discussion for the ASPIRA Leadership Retreat.

As an outcome of the retreat, the ASPIRA National Board of Directors adopted a Unified Development Campaign that addressed the current and future financial needs of the Association, and incorporated the following components:

1. The development of a national marketing/public relations program.
2. The establishment of a national council of corporate advisors.
3. The creation of a national alumni database.

The National office staff has been directed to seek funding for these components to the Unified Development Campaign.

Action Required:

None

Action Taken: \_\_\_\_\_

this year was representative of the entire fiscal year and Ms. Vidal reported that this was not the case; the number is representative of funds received by September, 1990 of the current fiscal year. Mr. Matos moved to accept the report, Myrna Rivera seconded the motion and the report were approved.

### 3.3 Legal Protection of the Association

Dr. Petrovich reported that ASPIRA® is officially registered, and not only should the Pitirre bear the trademark next to it, but any publication with ASPIRA on it too. The National Office is also in the process of registering two phrases; "Investment in Latino Youth", and "Facing the Facts". Ms. Pinedo asked if these items are protected in Spanish as well as in English. It was decided that the National office would contact the Legal Counsel and research this. It was also clarified that the trademark will expire in 10 years and the Association at that time will be forced to re-submit if still interested in protecting the registered items. Ms. Pinedo also reported that she had seen a newsletter in FL called "Aspire" and that she would send a copy for Dr. Petrovich to discuss with legal counsel.

The Executive Committee decided not to renew the incorporation for ASPIRA of Texas because registration of the name is sufficient protection.

### 3.4 ASPIRA of Connecticut

The group organized in Bridgeport, CT sent the National office a proposal and Dr. Petrovich reported that the proposal is very well written and quite complete. The National office has been receiving letters of recommendation from many different sources in the Bridgeport community; from private individuals, corporations, merchant associations, the mayor of Bridgeport, etc. They have much support in their community. They are planning to make a presentation at the next National Board meeting. The Hartford group has received a planning grant from Traveler's Insurance Co. Mr. Matos inquired about their timetable and Dr. Petrovich replied that she would investigate that item and get back to him. Dr. Petrovich reported that the AETNA Foundation had offered to host a planning meeting for ASPIRA of Connecticut. That option not been pursued. She suggested the possibility of hosting the next National Board meeting in Bridgeport. Another possibility would be to have the meeting at ETS as planned and invite Connecticut folks to the reception.

On another note, it was suggested by Ms. Alfaro to try and market ASPIRA better by securing it a spot on a Hispanic television show called "Sábado Gigante". Janice Petrovich will follow up with José de Cuetos and Carmen Herrera for more

next 5 years. Ms. Rivera suggested that ASPIRA "globalize" it's financial portfolio to enhance it's investments. Ms. Rivera also reported that the National office would still receive and be able to utilize approximately 10% of the American Capital income interest for cash flow.

At the conclusion of her report, Ms. Rivera wanted to state for the record her concern at how the National Board of Directors handled the change of auditors. She had three conclusions she wanted to share with the Executive Committee:

1. That the most important issue in choosing an auditor should not be price; that is only one consideration and not the one that solely should determine consideration of a new auditor.
2. That she does not believe in a theory of cycles for auditors; that an organization should change auditors once every two years.
3. That she does not advocate in favor of any particular auditing firm, but in the future, ASPIRA should try to contract Hispanic firms in all types of services to the organization.

Ms. Rivera also stated that she would be available to draft a document which will encompass criteria for an auditor for the Association. This document would be a list of general guidelines the Association should look for in the future when it is necessary to change auditors.

### **5.3 Financial Audit - Fiscal Year 1990**

Dr. Petrovich explained that the auditors had not completed the audit in time for the meeting. She suggested that a conference call be set up for the Executive Committee so they may discuss the audit, the management letter and also set a date for the next National Board meeting. Dr. Vélez stated that she would be unavailable from January 12-23, 1990. The National Office will be contacting the members of the committee to discuss a time and date for the conference call.

### **6.0 Chairperson's Report**

#### **6.1 Membership, National Puerto Rican Coalition**

Dr. Martínez opened the discussion and Dr. Petrovich reported that Louis Nuñez, President of NRPC had contacted her requesting a meeting with her and members of the ASPIRA National Board of Directors. All members believed that the meeting would be more beneficial to Mr. Nuñez than to the Association. Dr. Petrovich also relayed to the committee that the Board of Directors of NRPC is unaware of ASPIRA's

suggested that Dr. Petrovich contact Eleanor Horne from ETS and ask if at the next National Board meeting a training on single audit procedures could be secured. Dr. Petrovich said she would look into this possibility for the next Board meeting. Dr. Vélez stated that ASPIRA of PA has not conducted an audit in the last three years.

At this time Dr. Martinez stated that all parties will be contacted regarding the date and place for the next National Board meeting. Ms. Rivera motioned to conclude the meeting, Dr. Vélez seconded and the meeting was adjourned at 3:04 p.m.